INTERNAL PURCHASE APPROVAL SUMMARY

Customer Lifetime Value Lab

Corporate Team Pass

$3,495

One company | Three participants | 90-day cohort

$1,165 per participant

Optional: up to 2 added seats at $795 each

Added seats depend on cohort capacity

THE REQUEST

Approve **$3,495** for three named employees to build and defend a customer lifetime value model for our business during one 90-day cohort. The sponsor receives a one-page executive assessment of the work the team submits.

WHAT IS INCLUDED

- 13 weekly 60-minute live group modeling clinics
- Six core lessons plus practice assets and synthetic examples
- Three private 45-minute team model reviews during the cohort
- One-page executive assessment of submitted team work
- Optional two additional seats, without extra private reviews

BUSINESS CASE FOR THE SPONSOR

- Compare acquisition channels by the long-term value of the customers they bring, not first-sale revenue.
- Replace a single average customer with cohorts whose assumptions the team has checked and can explain.
- Show how the results affect marketing, retention, and growth decisions.
- The team retains its own model and workbook.
- $2,500 of the fee credits toward a $15,000 Customer Profitability Diagnostic signed within 30 days of the end of the cohort.

COMMITMENT AND CONDITIONS

- **Time.** Budget 13 clinic hours per participant, plus time to prepare and refine models.
- **Data.** Company data is used privately and only with authorization. Group examples need consent.
- **Scope.** Mentorship and model reviews. Not done-for-you implementation or unlimited consulting.
- **Before payment.** Cohort dates, booking rules, invoices, and purchase orders are confirmed. Optional seats are billed separately.

APPROVAL

Participant 1	Participant 2	Participant 3
Added seats (0, 1, or 2)	Cost center or PO number	Total approved
Approved by (name and title)		Date